



CITY OF LODI COUNCIL COMMUNICATION

G-1

AGENDA TITLE: Hold Public Hearing and Approve Resolution to Confirm the 2011 Annual Report and Levy of Assessments Within the Lodi Tourism Business Improvement District (LTBID).

MEETING DATE: December 15, 2010

PREPARED BY: Deputy City Manager

RECOMMENDED ACTION: Hold public hearing and approve resolution to confirm the 2011 Annual Report and levy of assessments within the Lodi Tourism Business Improvement District.

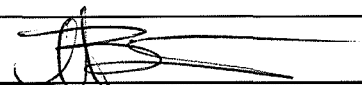
BACKGROUND INFORMATION: In accordance with California Streets and Highway Code 36500 and 36524 the Annual Report of the LTBID has been approved by the City Council. A public hearing is required to hear protests and to receive testimony regarding the levy of and collection of a 3% Tourism Promotion Business Assessment against the receipts of motels and hotels within the LTBID. Staff recommends approval of the levy of the assessment.

FISCAL IMPACT: Funding for Visit Lodi! generates additional funding for local merchants and the City as tourism dollars are spent locally.

FUNDING: Not applicable


Jordan Ayers, Deputy City Manager

APPROVED:


Konradt Bartlam, City Manager

RESOLUTION NO. 2010-224

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LODI
CONFIRMING THE 2011 ANNUAL REPORT FOR THE LODI
TOURISM BUSINESS IMPROVEMENT DISTRICT AND LEVY OF
ASSESSMENT

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WHEREAS, the Lodi Tourism Business Improvement District was established October 20, 2004, by Council adoption of Ordinance No. 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report, as required by Streets and Highways Code 536500 et seq., has been submitted to the City Council by the Board of Directors of said Improvement District; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §36524 on December 15, 2010, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Lodi Tourism Business Improvement District.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2011 Annual Report as submitted on November 23, 2010, by the Board of Directors of the Lodi Tourism Business Improvement District to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2011.

Dated: December 15, 2010

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I hereby certify that Resolution No. 2010-224 was passed and adopted by the City Council of the City of Lodi in a regular meeting held December 15, 2010, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Mounce, Nakanishi, and Mayor Johnson

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Katzakian

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



November 16, 2010

Randi Johl
City of Lodi
221 W. Pine St.
Lodi, CA 95240

Dear Ms. Johl,

Enclosed please find the 2011 Annual Report for the Lodi Tourism Business Improvement District (LTBID) which was established October 6, 2004 by City Ordinance 1753 and ~~was~~ amended 11/19/2008 by Resolution No. 2008-229.

Enclosed you will find a 2011 work plan, budget and method of assessment **as** required by the California Streets and Highways Code #33650. Please note there are no suggested changes to the District at this time.

I plan to make a presentation to the Council at the November 23, 2010 City Council Shirtsleeve meeting. Please feel free to call me with any questions you may have.

Sincerely,

Nancy Beckman
President and CEO

2011 Lodi Tourism Business Improvement District Annual Report

Assessment Funding Purpose: To administer marketing programs *to* promote the City of Lodi **as** a tourism destination and to fund projects, programs, and activities that benefit hotels within the Business Improvement District boundaries

Method of Assessment: The LTBD includes all hotels/lodging facilities within the City of Lodi as well as two properties currently located at the intersection of Kettleman Ln. and I-5. Each lodging facility within the district shall be assessed **3%** of the gross room rental revenue. Rentals (stays) lasting over **30** days are not subject to the assessment. The assessment is levied annual and collected quarterly.

2011 Work Plan (See Attached)

For the purpose of the Annual Report presentation, we have broken our 2011 work plan into **4** project areas:

- Marketing/Promotional Activities
- Customer Service & Hospitality
- Communications
- Committees

2011 Budget

G/L Account	2011
Income - BID	\$235,750.00
Income - Tourism Lunch	\$6,000.00
Income-postage donations	\$0.00
income - Ares booking engine	\$25.00
Income-website advertising	\$500.00
Total Income	\$362,796.00
Advertising	\$20,975.00
Opportunities	\$4,693.00
Dues & Subscriptions	\$3,813.00
Education/Conferences	\$425.00
Equipment Lease	\$5,730.00
Event Expenses - Taste of Lodi	\$39,703.00
Event Expenses - Tourism Lunch	\$5,502.00
Facilities Fund	\$25,000.00
Gifts	\$200.00
Hospitality/Meals	\$1,260.00
insurance	

Directors & Officers	\$1,600.00
Health	\$9,000.00
Liability	\$568.00
Work Comp	\$1,300.00
Labor - Contract	\$250.00
Office Expenses	
Equipment	\$1,000.00
Maintenance	\$2,200.00
Supplies	\$1,599.00
Personnel	
Salaries	\$144,147.00
Benefits	\$12,369.00
Postage & Delivery	\$2,533.00
Printing & Reproduction	\$2,215.00
Professional Fees	
Accounting	\$3,870.00
Administration-City of Lodi	\$1 1,788.00
Legal Fees	\$250.00
Promotion	\$4,440.00
Rent	\$19,955.00
Repairs	
Computer Repairs	\$800.00
Tax & License	
Payroll	\$12,140.00.
Property	\$2,362.00,
Licenses	\$70.00
Technology	\$3,780.00
Telephone	\$1,900.00
Trade Shows	\$6,065.00
Travel & Entertainment	
Meals	\$570.00
Travel	\$3,335.00
Utilities - Gas & Electric	\$2,100.00
Total Expense	\$362,796.00
Net Profit (Loss)	\$0.00

Visit Lodi!
Conference & Visitors Bureau
2011 Work Plan

Marketing/Promotion Activities

Leisure Market

Targeted Advertising: Ads will be placed in designated target markets including the greater Sacramento and northern California region to promote Lodi. Ads will include a response measure for tracking purposes wherever possible. In 2011 staff will be continually researching the availability and feasibility of new marketing/advertising programs including web-based opportunities.

Trade Shows: Visit Lodi! will have a booth at the 2011 Bay Area Travel Show and Treasure Island Winefest. Staff will actively promote and recruit Lodi hotels and attractions to participate as vendors as a way to have a greater presence at the shows while increasing visibility and promotional opportunity for Lodi. All

~~leads will be tracked and a database of contacts will be maintained for future marketing opportunities.~~

Visit Lodi! will partner with the Central Valley Tourism Association to promote and represent Lodi at the Los Angeles Times Travel Show. In addition, Visit Lodi! will research wine promotion opportunities at the Sunset Celebration Weekend Travel Show.

Taste of Lodi: Visit Lodi! will produce the 9th annual signature event to 1.) draw in visitors and 2.) showcase and market Lodi as a wine country tourism destination. Staff will work to increase the quality of the look and feel of the event by introducing additional vendor standards.

LodiView: Visit Lodi! will continue to offer LodiView as a monthly e-publication highlighting Lodi events and activities of interest to the tourist. Staff proposes to increase subscriber distribution by a minimum of 10%.

Research: In 2011 Visit Lodi! Staff will research the process and feasibility of promoting Lodi as a wedding destination.

Group Market

Tradeshows: Visit Lodi! will attend three sales shows created for the group market: The California Society of Association Executives (Cal SAE), the National Tour Operator Travel & Tourism Exchange, and SGMP. All sales leads will be followed up on and added to our database for future opportunities.

Fam Tours: Visit Lodi! Group Sales Manager will host quarterly Fam Tours for meeting planners and group decision makers as a tool to market Lodi as a group meeting destination.

Direct Mail Camoaign: Quarterly fliers/brochures will be mailed to group sales decision makers to reinforce the Lodi tourism message.

Local Host Program: In 2011, the Group Sales Manager will make 12 presentations to local social groups and service clubs to promote the Host-at-Home Program. A 2011 Host-at-Home Award will be given out at the Annual Tourism Luncheon as a way to 1.) keep groups local as a top of mind perception for citizens and 2.) recognize individuals who participate in the program by referring groups to Visit Lodi! sales staff.

Sponsorships: Sponsorships at tradeshowes will be utilized (when appropriate and as funding allows) as a method by which to introduce the group market to Lodi as a destination.

Customer Service/Hospitality

Visitor Information Packets: Visitor information will be distributed on request via email or through access on our website.

Website: The goal of the website is twofold: 1.) To educate and create awareness of Lodi as a visitor destination and to 2.) Provide the highest degree of customer service by ensuring that visitor information is complete, up-to-date and easily accessible. All other sections of the visitlodi.com website will be maintained and updated on a regular basis.

Visitor Publications: Visit Lodi! will develop and maintain a number of publications geared to increase availability of visitor information.

- **Lodi Travel Planner:** An updated Lodi Travel Planner will be presented for distribution in the Summer of 2011. The book which is designed to showcase Lodi to potential visitors and tourists is currently distributed to hotels, wineries, venues and other tourist attractions. It is one of the main marketing pieces for Visit Lodi! and is mailed upon request and is distributed at travel trade and sales shows. Consumers **will** be able to access the guide on-line and advertisers in the guide will have the ability to change their on-line ads **4** times throughout the year giving them flexibility in their advertising campaigns.

- 9 **Festival & Events Calendar:** Visit Lodi! will produce an in-house designed/printed Festival & Events Calendar. The Calendar, produced annually, is a quick reference to events in the Lodi area and is distributed at the hotels, tradeshow, and in visitor information packets.
- 9 **Visitor Attraction Map & Guide:** In January of 2011 Visit Lodi! will introduce an updated Visitor Attraction Map & Guide. The map will be distributed to hotels, wineries and attractions for their use and will be the main piece sent out to visitors requesting visitor information. The map is designed to fold into a brochure so that it can be used in a card rack or as a self-mailer.
- **Meeting Facilities Brochure:** Produced in-house, the Meeting Facilities Brochure is designed to provide information to potential consumers on event facilities.

Hotel Brochure Distribution: Visit Lodi! staff will provide a monthly brochure distribution service to all Lodi hotels, wineries and attractions. The goal is to ensure that visitor information is widely available and easily accessible to guests.

Communications

Newsletter: In 2011 Visit Lodi! will print and distribute two annual newsletters. The reports will be distributed to local constituents and individuals vested in the tourism industry as a way to inform the public as to the programs and services undertaken by the Conference & Visitors Bureau.

Twitter and Facebook: Staff will update Visit Lodi! Twitter and Facebook accounts weekly and proposes to increase followers by a minimum of 10%.

Committees

Hotel Council: The Visit Lodi! Hotel Council meets to exchange information about Lodi events, promotions, and programs and services. Beginning in 2011, the Council will meet on a quarterly basis.



***Please immediately confirm receipt
of this fax by calling 333-6702***

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

SUBJECT: PUBLIC HEARING REGARDING INTENTION TO LEW ANNUAL
ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT
DISTRICT

PUBLISH DATE: SATURDAY, NOVEMBER 27, 2010



TEAR SHEETS WANTED: One (1) please

SEND AFFIDAVIT AND BILL TO:
LNS ACCT. #0510052

RANDI JOHL, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: TUESDAY, NOVEMBER 23, 2010

ORDERED BY: RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)				
LNS	Phoned to confirm receipt of all pages at _____ (time)	CF	MB	JMR (initials)



DECLARATION OF POSTING

PUBLIC HEARING REGARDING INTENTION TO LEVY ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT DISTRICT

On Tuesday, November 23, 2010, in the City of Lodi, San Joaquin County, California, a copy of a Notice of Public Hearing regarding intention to levy annual assessment for Lodi Tourism Business Improvement District (attached hereto, marked Exhibit "A") was posted at the following four locations:

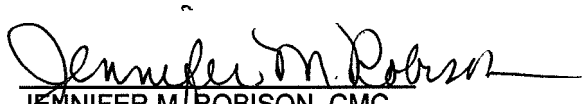
Lodi Public Library
Lodi City Clerks Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 23, 2010, at Lodi, California.

ORDERED BY:

RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 201 0-205

EXHIBIT A

A RESOLUTION OF INTENTION TO LEW ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT DISTRICT, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

WHEREAS, Lodi Tourism Business Improvement District was established December 20, 2004, by City Council adoption of Ordinance 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report as required by Streets and Highways Code §36533 has been submitted to the Council by the Board of Directors of said improvement district.


NOW, THEREFORE, BE IT RESOLVED by the Lodi City Council that it does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes **December 15, 2010, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.**, or as soon thereafter as possible, as the date, place and time to hold the public hearing.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for calendar year 2011 (the District's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi and County Service Area #31 (Flag City). Refer to the report on file in the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2011 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code §36524 and 36525.

Date: November 23, 2010

I hereby certify that Resolution No. 2010-205 was passed and adopted by the Lodi City Council in a special meeting held November 23, 2010, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Mounce, and Mayor Katzakian
NOES: COUNCIL MEMBERS – None
ABSENT: COUNCIL MEMBERS – Hitchcock
ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk

CITY COUNCIL

BOB JOHNSON, Mayor
JOANNE MOUNCE,
Mayor Pro Tempore
LARRY D. HANSEN
PHIL KATZAKIAN
ALAN NAKANISHI

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702 / FAX (209) 333-6807
www.lodi.gov cityclerk@lodi.gov

KONRADT BARTLAM
City Manager
RANDI JOHL, City Clerk
D. STEPHEN SCHWABAUER
City Attorney

December 17, 2010

Nancy Beckman
President and CEO
Visit Lodi! Conference & Visitors Bureau
115 S. School St., Suite 9
Lodi, CA 95240

**RE: RESOLUTION CONFIRMING THE 2011 ANNUAL REPORT FOR THE
LODI TOURISM BUSINESS IMPROVEMENT DISTRICT AND LEVY OF
ASSESSMENT**

The Lodi City Council, at its meeting of December 15, 2010, adopted the enclosed resolution confirming the 2011 Annual Report for the Lodi Tourism Business Improvement District and levy of assessment.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,


Jennifer M. Robison
Assistant City Clerk

JMR

Enclosure